



A&B cookie co.

Brand Guide

“ Brands are built around stories. And stories of *identity*—who we are and where we’ve come from—are the most *powerful* of all.”

What is a Brand Guide?

What is a brand guide and why do we need it?

A brand guide tells you how to visually communicate our brand. It’s more than just a logo; it includes colors, typography, imagery, and style—the elements that tell everyone who we are and what we’re known for. Our brand is a shorthand for our identity.

This guide is here to direct design decisions, ensuring every aspect of A&B Cookie Co. maintains a cohesive message that reflects our values and purpose.

If our brand achieves its purpose, it invites customers on a journey—one where handcrafted cookies make their most meaningful moments even better.

Welcome to our Cookie Story.

Brand Identity



Brand Values

What's important to us

Our Mission

Create custom sugar cookies that bring people together at their favorite moments.

Our Approach

We don't take it lightly that we have the privilege of being part of life's biggest moments—whether it's a birthday, a business' grand opening, or another special occasion. Our brand exists to make event prep easier, offering a clear, simple process for stress-free celebrations.

We keep our message and style classy but never outdated. While our approach is elegant, we never want to feel cold or pretentious. Every cookie gets our full attention, and we want that artisan style to influence how people feel about our brand.

Imagine if Joanna Gaines collaborated with Patagonia to make cookies—that's who we are.

Brand Personality

How we express ourselves

We are Graceful

Our designs embrace elegant simplicity. They avoid clutter and unnecessary complexity, ensuring every element flows logically and harmoniously.

We are Handcrafted

We value natural, artisan-quality design. Every detail should feel intentional—never artificial or careless—reflecting a custom, handmade aesthetic.

We are Classy

Our style is timeless—sophisticated yet modern. We don't chase trends, but we also never feel outdated. Classy means refined, not rigid.

We are Friendly

We are warm, approachable, and genuinely excited about what we do. Our tone is clear and engaging—never stiff, overly formal, or filled with fluff. We prioritize clarity over cleverness and keep communication concise.

We are Botanical

Nature inspires us. We love how organic textures and flowing forms bring depth and elegance to design, creating a fresh, natural aesthetic.

*Communication goals:
simplicity & clarity.*

Logos

Primary Wordmark

The Straightforward Logo



A&B
cookie co.

A&B cookie co.

Teal for Light Backgrounds

A&B
cookie co.

A&B cookie co.

Deep Blue for Medium Backgrounds

A&B
cookie co.

A&B cookie co.

Crema for Dark Backgrounds

Secondary Logos

The Creative Variations

Ampersand

The ampersand is our most versatile logo—it works when the brand is already recognizable.



Logo Usage

Do



Give the logo proper breathing space around it

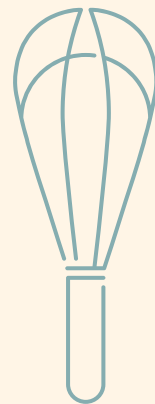
A&B cookie co.

Use proper contrast to allow the logo to stand out



Use only the original logo assets

Whisk



The whisk icon subtly represents the brand's handcrafted identity and works as a supporting or standalone element.

Don't



Make the logo a color other than the ones approved in the color section

*A&B
cookie co.*

Skew or manipulate the logo



Use a specific logo at an improper scale

Lettermark

The lettermark is best for round or square applications, but never scale it down so much that it loses its distinct form.



Choose which logo to use based on what you're communicating.

- Use the primary wordmark in the three approved colors for consistency.
For small applications of the wordmark, use the taller version to maintain legibility.
- For black-and-white printing, only use the main wordmark.
- The ampersand is ideal for small-scale needs like favicons.
- The lettermark works well for badge-style designs.
- A&B Cookie Co. should always be capitalized.
The only time "cookie co." is lowercase is in the primary wordmark.

Fonts



Original is an elegant typeface that's great to communicate big thoughts.

Lato is a simple, clean typeface that keeps the brand timeless.

Libre Baskerville is a great font to communicate clearly and simply with a touch of class and sophistication. Add space between lines to make it easy to read and not draw too much attention to paragraphs.

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Font Guidelines

Original Light —

Always custom.
Always delicious.

Lato —

Custom cookies designed just for you.

Libre Baskerville —

Find the perfect cookies to complete your event. Beautiful cookies that look as good as they taste.

[Learn more](#)

Handwritten fonts —

Example: Harista

Made with love

Original

- Use *Original* by SensaType for all titles, headers, hero sections, and branding elements.
- Opt for Teal anytime this typeface is used.
- Create different moods with different weights. Use Black for a friendlier vibe or Light for a more elegant style. Stay away from Thin if it gives restrictive or formal vibes.
- Never use Original in all caps.

Lato

- Use *Lato* for subheadings, navigation, and supporting text.
- Utilize different weights for interest and variety. Always ensure font weights have adequate distinction when using multiple.

Libre Baskerville

- *Libre Baskerville* is best for body text, paragraphs, and quotes.
- For body text, prefer Deep Blue or another color with ample contrast. Do not use Teal on a Cream background.
- Space paragraphs between one and a half to double spacing with generous tracking to keep them clean and readable.
- Never use any typeface in all caps for full sentences.

Handwritten Fonts

- Use handwritten fonts for special touches, emphasis, and personal notes.
- Choose handwritten fonts that are natural-looking, such as ones with varied stroke pressure, and texture details from real handwriting.
- Use them sparingly to achieve an artisan look.

Colors



Primary Colors

Use in every design

Teal

Hex: #6DA8B4
RGB: 109, 168, 180
CMYK: 39, 7, 19, 17



Cream

Hex: #FFF8E8
RGB: 255, 248, 232
CMYK: 0, 3, 9, 0

Secondary Colors

Use to create moods or themes

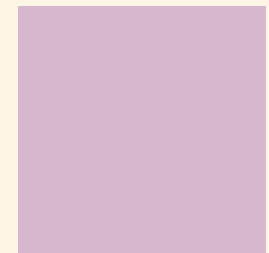
Celadon

Hex: #A8C898
RGB: 168, 200, 152
CMYK: 35, 4, 55, 0



Rose

Hex: #DAB6C4
RGB: 218, 182, 196
CMYK: 13, 29, 5, 0



Deep Blue

Hex: #343E5C
RGB: 52, 62, 92
CMYK: 43, 33, 0, 64



Tertiary Colors

Use as accents or to support complementing colors

Forest Green

Hex: #567572
RGB: 86, 117, 114
CMYK: 26, 0, 3, 54



Dark Rose

Hex: #8F7A8C
RGB: 143, 122, 140
CMYK: 0, 15, 2, 45



Blush

Hex: #F6D7D1
RGB: 246, 215, 209
CMYK: 0, 13, 15, 4



Clay Beige

Hex: #D2BEBO
RGB: 210, 190, 176
CMYK: 0, 10, 16, 18



Colors in use



The Logo & Color

Use only the three colors shown for the primary wordmark. The ampersand can be used in any brand color, and experiment with the whisk to find the best color. Use only high contrasting color for the Lettermark to maintain its distinct edges.

Color Composition

Teal and Cream should form the foundation of every design. Cream makes for a great canvas to keep designs light and welcoming and Teal has a friendly and uplifting feel. Make sure both colors appear in every design, and should still play an essential even if minor role; never treat them as accent colors.

All other colors can be rotated depending on the occasion or mood you need. Though we have preferences and suggestions for the supporting palette, use your discernment and freedom to create eye-catching on-brand designs.

Seasonal Colors

Combine the existing colors when possible to make seasonal color schemes. Colors that fit the brand style can be added seasonally to the palette. Holiday palettes can ignore Teal or Cream if that color distracts from the theme associated with that occasion.

Spring Example



Christmas Example



Rose

Rose is your go-to shade for vibrancy and elegance. It combines with the primary colors for a classy and handcrafted feel.

Deep Blue

Deep Blue is the quiet powerhouse in your palette, offering a rich, sophisticated anchor for designs that need a little more weight. It's ideal for typography, outlines, or small details that require contrast without overpowering the rest of the design.

Celadon

Celadon adds a fresh feeling to branding that makes it seem airy and bright. Use it to create subtle textures or highlight against darker contrasts. Pair it with Forest Green in compositions to give a botanical flair.

Dark Rose

Dark Rose is a great anchor to draw attention to important elements. Use with Rose when you want to create an artisan or romantic vibe.

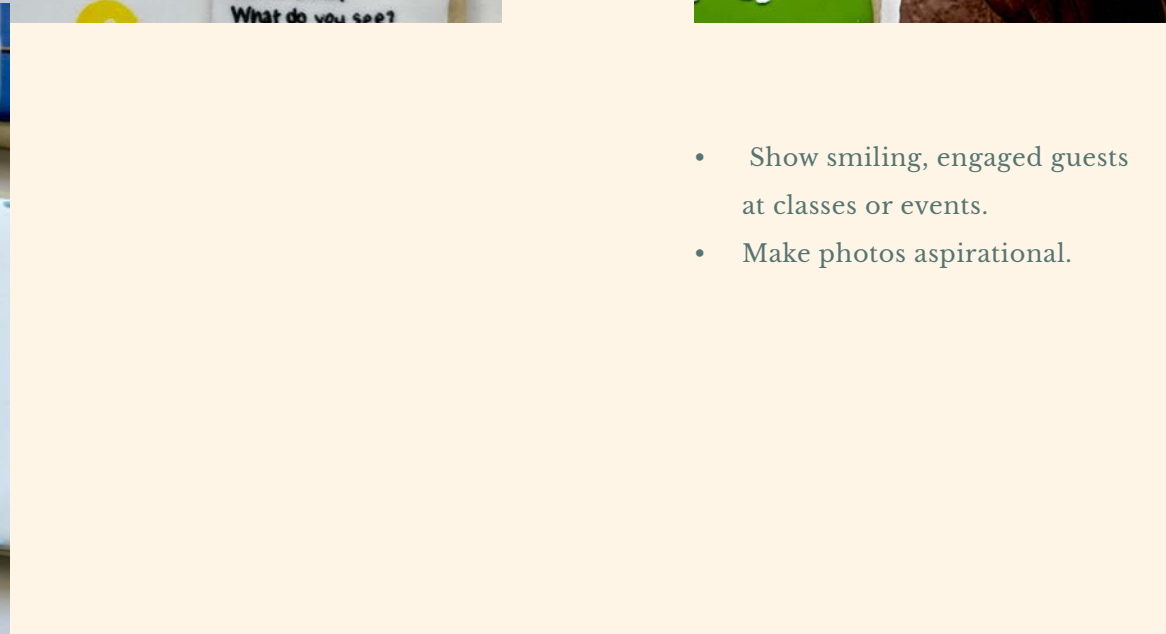
Forest Green

Use Forest Green to add depth and structure to your designs. It complements all colors nicely and looks great in large or small amounts. It has a grounded warmth that you can use to give a sense of reliability and trust.

Blush & Clay Beige

Blush is perfect for a light, airy touch—use it to complement Rose for a delicate, whimsical feel. Clay Beige is slightly earthy and works well for a natural, understated tone.

Photo Style



- Show smiling, engaged guests at classes or events.
- Make photos aspirational.

- Cookies are the focal point.
- Use natural lighting for warmth.
- Quality over quantity—no bad photos.



Design Strategy



General Guidelines

- Aim for a handcrafted style that feels fresh and clean. Avoid designs that appear grungy or artificial.
- Incorporate sugar cookie-inspired elements, such as florals, hand-drawn designs, marbled patterns, and other decorative motifs in both abstract and literal forms.
- Use natural materials like wood, marble, and stone to create backgrounds and textures.
- Maintain a botanical, nature-focused feel without leaning too tropical or floral.
- Choose hand-drawn icons that are elegant and refined. Avoid messy doodles or clipart-like elements.
- Ensure all compositions have a clear hierarchical structure that makes them visually pleasant and easy to digest.
- Use handwritten fonts strategically to enhance the artisan aesthetic without compromising readability.

Brand Growth



Evolving the brand

- Brands will naturally adapt and grow over time, and we do not try to prevent it, only direct it. Always allow the brand to evolve in an intentional, controlled manner
- Maintain core values like gracefulness, handcrafted quality, and classiness, ensuring they remain constant even as other elements shift.
- Keep the brand fresh and novel by incorporating seasonal palettes and design styles, while also allowing for a yearly or seasonal brand curve to bring vitality and interest.
- Some elements of the brand, such as the primary logo and main colors, should rarely change. Our mission and personality should also remain stable.
- Changes can be made to supporting colors, product offerings, and design styles, but these updates should always build on the brand's core values. Any new direction should align with the brand's identity rather than oppose it.
- Expanding the product offering, such as introducing new cookie flavors, should feel natural within the brand's established voice and aesthetic. Keep these new additions true to the signature elegance and handcrafted feel of the bakery.

Keep it fresh



Always
Original

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